

MKK SPORTS



MKK LAUNCH NEW MIDDLESEX CCC 1 DAY KIT

Following last December's announcement, the directors of bespoke teamwear specialists MKK Sports attended the Middlesex Press Day at Lords cricket ground earlier this month to unveil the club's new kit. The company signed a three year contract with Middlesex at the end of 2007 to supply playing kit for their development academies right through to the professional sides.

Middlesex CCC is an exciting addition to the expanding high profile MKK client portfolio. The company is also the official clothing supplier to Sussex CCC and Director Roger Myall said: "The addition of another county cricket club to the MKK brand is testament to both our products and our service. We are very excited about having Middlesex on board and we look forward to a long and prosperous relationship."

Middlesex CCC is in partnership with the Breakthrough Breast Cancer charity and as a result their kit incorporates the charity's colours as well as their own. The colour concept of the new Middlesex kit consists of navy blue and the Breakthrough Breast Cancer pink. The kit is visually very inviting and like all MKK clothing, it is entirely bespoke.

Retail Manager at Middlesex Eric Howes said: "We have been very impressed with the MKK brand and the high quality of all its garments. MKK was able to provide exactly what the

club wanted and the new kit looks fantastic. We were very pleased with the service and the professionalism MKK offered.”

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**For more information about MKK Sports Ltd please contact Roger Myall at:
roger.myall@mkksports.co.uk or call 01323 638714.**